



Technological Opportunities for Early Action: *Lessons Learned*

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Overview

- ❖ The Challenge of Early Action on AB 32
- ❖ The Tools at Hand
- ❖ The Opportunities Before Us
- ❖ The Way Forward



The Vision

- ❖ A strong, resilient economy meeting the needs of today's Californians without sacrificing the promise of our future
- ❖ State policy that empowers California communities and protects the legacy we will leave our children
- ❖ State agencies working together to guide the market toward clean air, a welcoming climate for investment, and an enabling environment for innovation and business leadership



The Goals of AB 32

- ❖ Develop and maintain complete inventory of GHG emissions in CA
- ❖ Create a statewide regime for controlling GHG emissions that is consistent with parallel activities in other states and other countries
- ❖ Reduce emissions of GHGs in CA to 1990 level by 2020



The Challenge of Early Action

- ❖ Develop regulations that stimulate real, measurable, cost-effective, and lasting reductions of GHGs in California
- ❖ Coordinate a diverse array of initiatives developed by the full range of State agencies and institutions in a closely integrated strategy that promotes balanced and sustainable economic development
- ❖ Mobilize a broad coalition of consumers, companies, and communities to take steps that strengthen the economy while protecting the climate



The Tools at Hand

- ❖ Traditional, command-and-control regulations
- ❖ Modern, market-oriented regulations
- ❖ Public outreach and education
- ❖ Voluntary actions that advance strategic business interests
- ❖ Voluntary actions that reflect California consumer values



The Opportunities Before Us

- ❖ A deep and diversified portfolio of options
- ❖ Not limited to a single sector, source category, or fuel
- ❖ Many of the most cost-effective options have multiple benefits
- ❖ A possibility of learning from the experience of others
- ❖ A chance to do the smart things first



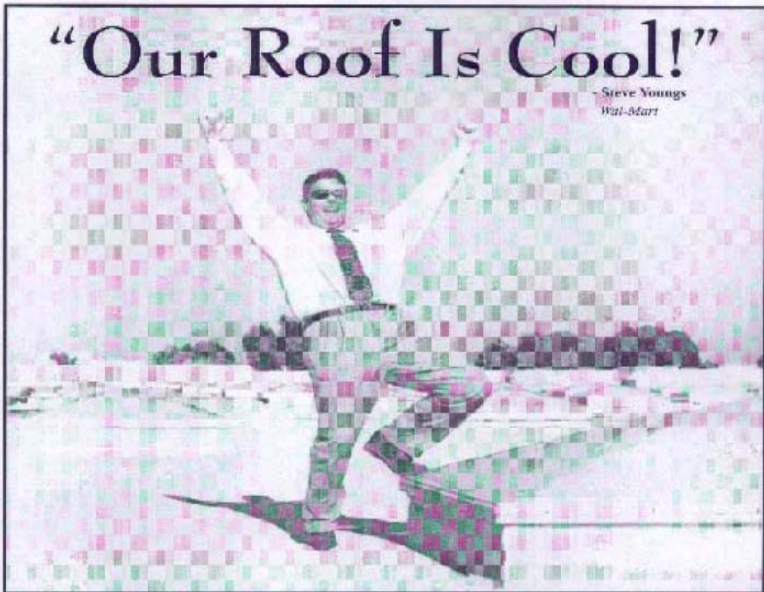
Opportunities in the Residential Sector

- ❖ White roofs already required in T-24 2005 for 'flat' roofs
- ❖ Cool **colored** roofs will be required in 2008 updates
 - Possible utility incentive programs to go beyond colored roof all the way to white
- ❖ California Solar Initiative. Don't put expensive PV on a new home which is optimized for relatively cheap grid electricity.
 - Rebates will require that new homes beat Title 24 by at least 15%



Opportunities in the Commercial Sector

"Our Roof Is Cool!"
— Steve Youngs
Wal-Mart



Wal-Mart has stopped their business electricity costs from going through the roof. You can too!

The state of California has \$21,000,000 in cash rebates now available to California businesses that replace their old roofs with new, white, energy-efficient roofs. New construction projects are also eligible.

For details (LADWP Customers)
call 1-800-GreenLA (1-800-473-3652)
or log onto www.GreenLA.com
or (All Others)
1-866-SDENERGY (1-866-733-6474)
or log onto www.sdenergy.org/coolroof

San Diego REGIONAL ENERGY OFFICE
LA DWP ENERGY EFFICIENCY
Flex your POWER

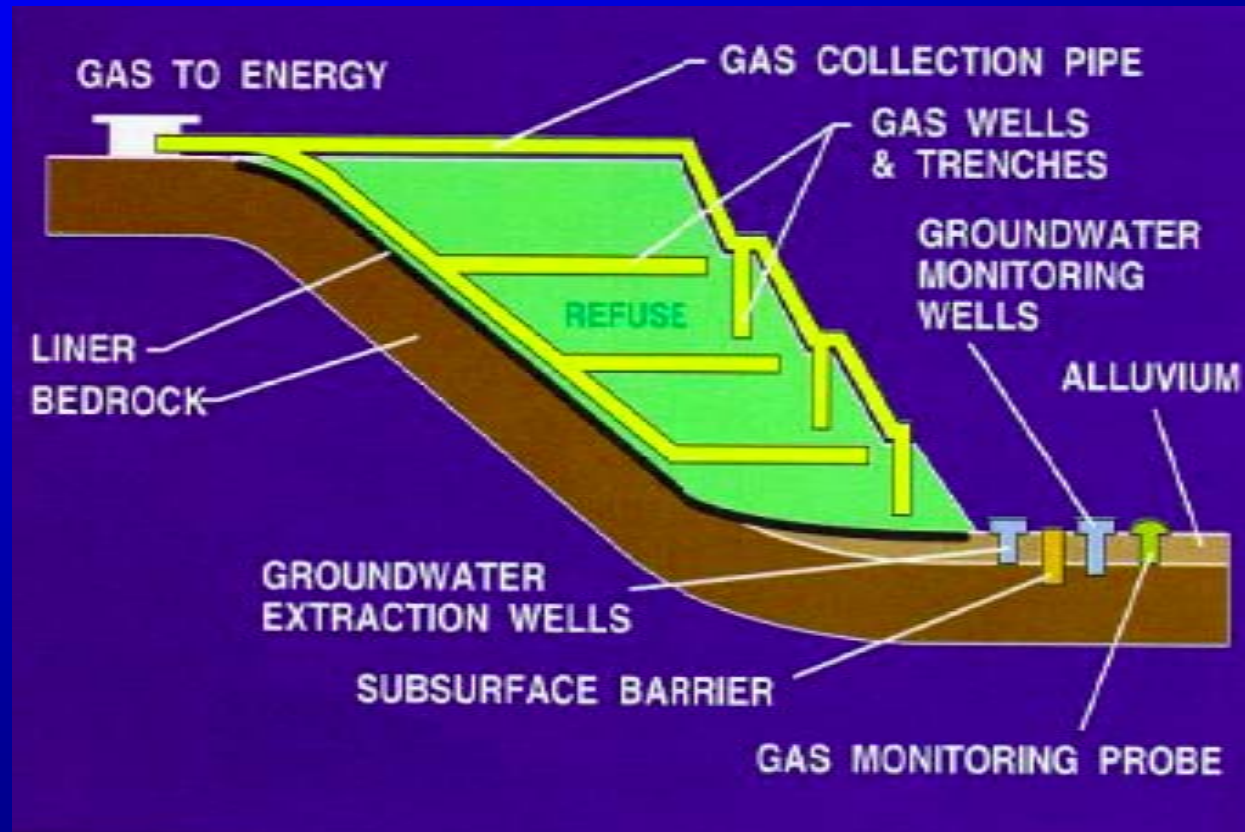
Brought to you by the California Energy Commission as another way to "Flex Your Power"



Opportunities in the Commercial Sector



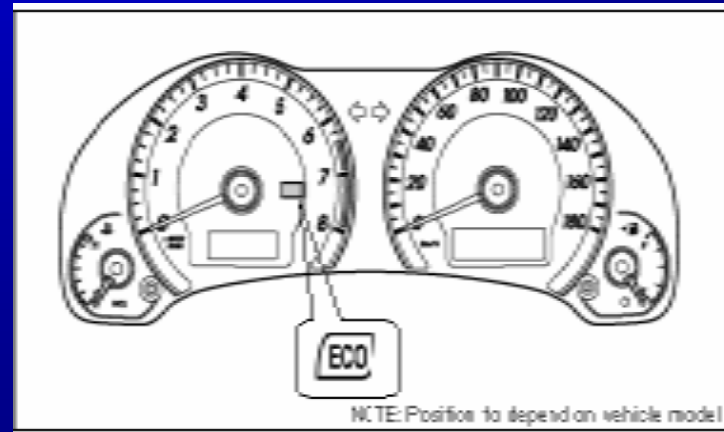
Opportunities in the Landfill Sector



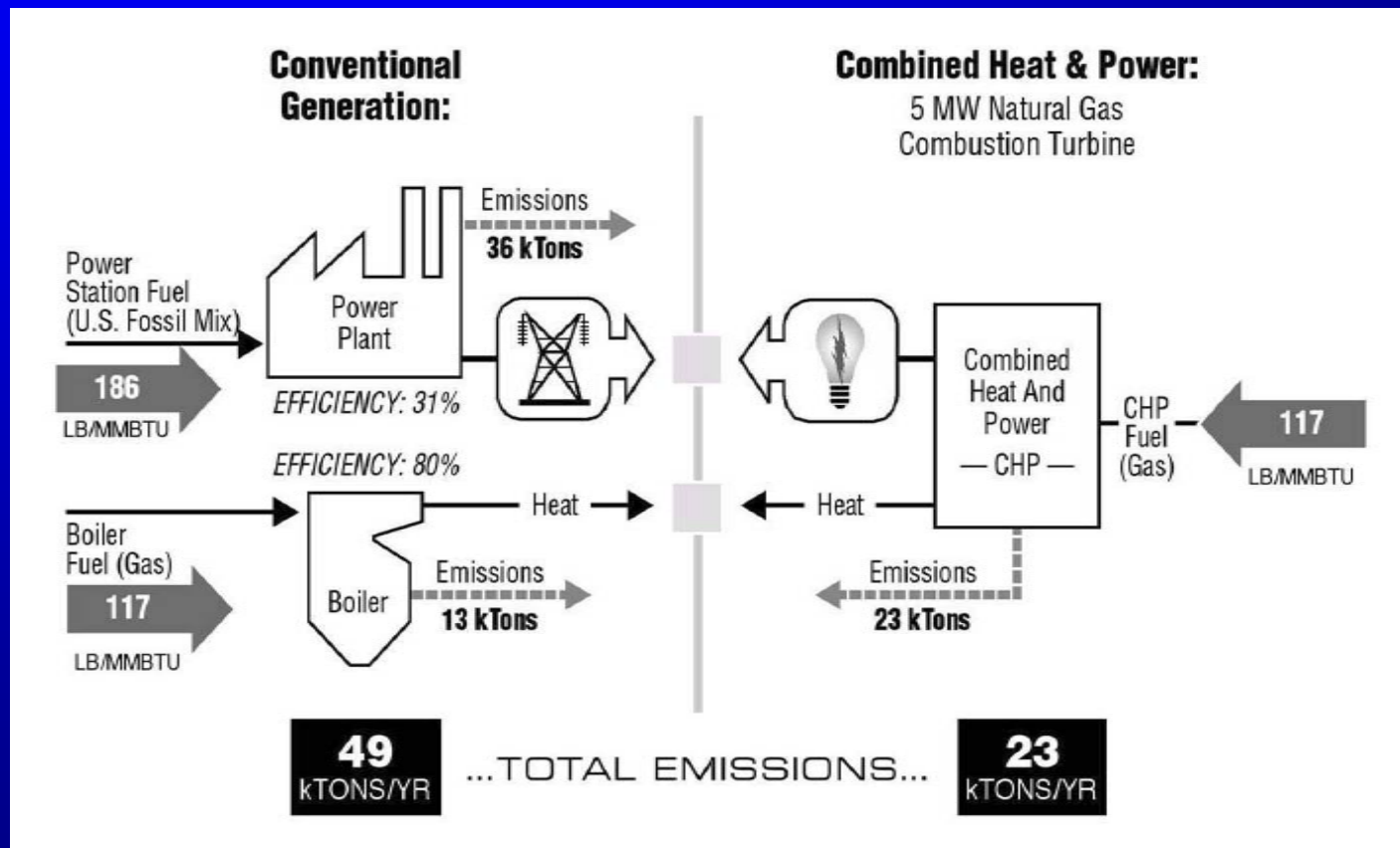
Opportunities in the Transport Sector: Cool Paints



Opportunities in the Transport Sector: Driver Training



Opportunities in the Industrial Sector



NOT the Way Forward



The Way Forward

- ❖ A shared vision of balanced and sustainable economic development
- ❖ A commitment to real, cost-effective, measurable emissions reduction
- ❖ A drive for cooperative engagement
- ❖ A plan to achieve adaptive resilience in a changing world

